

Claimed is:

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1. A method of advertising on a computer network comprising:  
incorporating one or more advertising images into an interactive game;  
presenting the interactive game to one or more players via the computer network;  
prompting the one or more players to access advertising material associated with the one or more advertising images to play the interactive game; and  
wherein the advertising material is accessible independent of accessing an advertiser's website.
2. The method of claim 1 wherein at least one advertising image is an active element of the game.
3. The method of claim 1 wherein the game is a trivia game and the associated advertising material provides clues to answer trivia questions.
4. The method of claim 1 further comprising prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.
5. The method of claim 1 further comprising providing one or more prizes to one or more winning players.
6. The method of claim 1 further comprising:  
compiling information on the one or more players; and  
tailoring advertising content of the interactive game to the one or more players.
7. The method of claim 1 wherein the game is selected from the group consisting of:  
trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and jigsaw puzzles.
8. A method in a computer system for accommodating advertising content in an interactive game comprising:

providing an advertiser a right to feature advertising content in an interactive game accessible on a computer network wherein:

one or more advertising images are incorporated into the game;

one or more players access advertising material associated with the one or more advertising images to play the game; and

the advertising material is accessible independent of accessing the advertiser's website.

9. The method of claim 8 wherein at least one advertising image is an active element of the game.

10. The method of claim 8 wherein the interactive game is a trivia game and the associated advertising material provides clues to answer trivia questions.

11. The method of claim 8 further comprising prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

12. The method of claim 8 further comprising providing one or more prizes to one or more winning players.

13. The method of claim 8 wherein the game is contained on a template, the template having a plurality of fields, the method further comprising:

entering the one or more advertising images into one or more fields in the template; and

entering the advertising material into one or more fields in the template.

14. The method of claim 13 further comprising:

prompting a player to input player information; and

selecting one or more advertising images and advertising material based on the player information.

15. The method of claim 8 further comprising:

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compiling information on the one or more players; and

tailoring advertising content of the interactive game to the one or more players.

16. The method of claim 8 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and jigsaw puzzles.

17. The method of claim 8 further comprising:

placing the interactive game into a computer advertising spot.

18. In a computer system, an advertising game played by one or more players comprising:

one or more advertising images;

one or more prompts for the one or more players to access advertising material associated with the one or more advertising images to play the interactive game; and

wherein the advertising material is accessible independent of accessing an advertiser's website.

19. The advertising game of claim 18 wherein at least one advertising image is an active element of the game.

20. The advertising game of claim 18 wherein the game is a trivia game and the associated advertising material provides clues to answer trivia questions.

21. The advertising game of claim 18 further comprising prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

22. The advertising game of claim 18 further comprising providing one or more prizes to one or more winning players.

23. The advertising game of claim 18 further comprising:  
compiling information on the one or more players; and

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tailoring advertising content of the interactive game to the one or more players.

24. The advertising game of claim 18 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and jigsaw puzzles.

25. A computer data signal embodied in a transmission medium to execute an advertising game on a computer network, wherein the computer data signal comprises one or more code segments comprising:

one or more advertising images;

one or more prompts for the one or more players to access additional advertising material to play the interactive game; and

wherein the advertising material is executed by the data signal independent of accessing an advertiser's website.

26. The computer data signal of claim 25 wherein at least one advertising image is an active element of the game.

27. The computer data signal of claim 26 wherein the game is a trivia game and the associated advertising material provides clues to answer trivia questions.

28. The computer data signal of claim 27 further comprising prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

29. The computer data signal of claim 28 further comprising providing one or more prizes to one or more winning players.

30. The computer data signal of claim 29 further comprising:

compiling information on the one or more players; and

tailoring advertising content of the interactive game to the one or more players.

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31. The computer data signal of claim 30 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and jigsaw puzzles.

32. A template for an interactive game, the game used for advertising in a computer system, the template comprising:

an interactive game format;

one or more advertising image fields; and

one or more advertising material fields.

33. The template of claim 32 wherein the game is selected from the group consisting of trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and jigsaw puzzles.

34. The template of claim 32 wherein the interactive game is a trivia game and the advertising material provides clues to answer trivia questions.

35. The template of claim 32 further comprising one or more prize information fields.

36. The template of claim 32 further comprising:

player information fields; and

audience targeting programming to customize the interactive game based on player information;

wherein the audience targeting programming matches player information to advertising images and advertising material to be incorporated into the interactive game.